

STAR L. HUDSPATH

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PROFESSIONAL SUMMARY:

Seasoned and dynamic executive with 20 years experience in leading communications, marketing and community relations programs that drive results and deepen impact. Possess exceptional interpersonal skills with proven success in building relationships and developing strategic partnerships. Expert in providing the vision and energy to build high-performing teams. Experienced in managing multiple priorities, crisis situations and solving complex business challenges.

QUALIFICATIONS:

- ♦Public Relations
- ♦Media Relations
- ♦Government Affairs
- ♦Leadership

- ♦Non-profit Management / Fundraising
- ♦Sponsorship & Event Management
- ♦Public Relations
- ♦Communications

EXPERIENCE:

Florida Virtual School

September 2010 – March 2015

Executive Director-The Foundation | Director External Affairs-Florida Virtual School

- Held two major roles simultaneously while carrying out the mission of both the school and the foundation
- Led all public relations, board development and fundraising activities
- Primary liaison to the community, policy makers and corporate stakeholders
- Developed and worked hand-in-hand with staff and volunteers to execute programs and events that impact the lives of students
- Forged partnerships and built relationships to further community outreach
- Led board initiatives and prepared monthly reports and documents for board of directors

Director of Community Engagement/Communications – Florida Virtual School

- Launched the communications and media relations department □
- Developed community engagement strategy establishing corporate partnerships that deepen impact and increase student success
- Directed all internal and external communications initiatives including crisis communications and served as company spokesperson
- Collaborated with senior leadership team to develop marketing and communications strategies that broadened programmatic reach
- Served as executive editor for the company's communication vehicles; including: website, newsletters, white papers and annual reports □

Centurylink (Formerly Sprint)

Public Affairs & Market Development Manager *January 2007 – September 2010*

- Led community relations and government affairs for Central Florida
- Served as company spokesperson and media relations contact
- Lobbied the Florida legislature on relevant legislation and regulatory issues
- Developed and executed marketing plans to drive achievement of strategic goals
- Built strong relations with external partners to develop local marketing events and communication strategies that build awareness and attendance

Events/Sponsorships Manager *July 1999 – December 2006*

- Managed budget and tracked all major sponsorships and corporate community relations programs ensuring return on investment
- Implemented corporate-driven programs and sponsorships throughout Central Florida
- Executed high profile events with the NFL, ATP Men's Tennis, PGA, US Ski Team and NASCAR to enhance business relationships and drive sales
- Managed employee volunteer programs supporting corporate philanthropic initiatives at the state and local level

**Note: Held other positions with increased responsibility throughout career at Sprint including Regional Marketing & Communications Manager and Sales Channel Manager*

EDUCATION:

- Bachelor of Business Administration - *Summa Cum Laude* Strayer University□
- PMI Institute – *Successfully passed PMP Certification Exam* Baldwin-Wallace College

COMMUNITY INVOLVEMENT HIGHLIGHTS:□

Board of Directors involvement:

- West Orange Chamber of Commerce – Winter Garden, FL
- Osceola/Kissimmee Chamber of Commerce – Kissimmee, FL□
- West Orange Political Alliance – Orlando, FL
- Garden Theatre □- Winter Garden, FL
- Lake County Education Foundation – Leesburg, FL

Other Community involvement:

- West Orange Committee 101
- Leadership Orlando – Graduate, Class of 2006
- Leadership West Orange – Graduate, Class of 2008
- Leadership Apopka – Graduate, Class of 2009
- Junior Achievement of Central Florida - volunteer
- Susan G. Komen Race for the Cure - volunteer